

ARTHUR G. CIUFFO  
12545 JACKSONHILL DRIVE  
EL CAJON, CA 92021

TITLE  
FISHING LURE

The application claims priority of provisional patent application serial no.: 60/396,030 filed July 16, 2002.

BACKGROUND OF THE INVENTION

The invention relates to fishing and more specifically to a fishing lure.

Fishing lures are used to simulate natural species that game fish instinctively feed upon.

The fisherman attaches the lure directly to a fishing line. In one method of use, the lure is dropped vertically in the water to any depth the angler desires. An up and down jigging motion or technique called yo-yoing is employed that raises and lowers the lure to attract game fish into striking the lure. The distance the lure travels up and down and the speed of the retrieve are both controlled by the angler.

Another popular method of using the lure is the cast and retrieve. The angler deploys or casts the lure into the water some distance away, then lets the lure sink to a determined depth and simply retrieves the lure back to the point of origin while controlling the retrieve speed. Often a retrieve, stop and jerky motion is used to further enhance the lure performance.

It is an object of the invention to provide a novel fishing lure that has a wobble motion and a rotational motion.

It is another object of the invention to provide a novel fishing lure that simulates the appearance of a squid.

4 It is an additional object of the invention to provide a novel lure that is economical to  
5 manufacture and market.

The main components of the novel fishing lure are the body member and the head member. The body member has an internal connector member extending substantially its length with a portion extending outwardly from its rear end. A lead sinker weight is attached to the flat bar connector member. Different sized lead sinker weights can be used to vary the performance of the fishing lure. The body member is preferably made of a plastic material that is molded around the flat bar connector member and the lead sinker weight. The body member may also be made of phosphorescent material so that it glows. A front ring is attached to the nose portion of the body member for attachment to a fishing line. The body member has a longitudinally extending X-axis.

17 The head member is an elongated member having an axially extending bore hole and an  
18 H-axis. The head member has a primary portion having recesses formed in its opposing left and  
19 right sides for receiving eye members. Aligned apertures extend transversely through the  
20 primary portion and a pin passes through these apertures and also passes through a middle ring  
21 that is connected to both the rear end of the flat bar connector member and the front end of a 360

1 degree swivel assembly. The head member also has a neck portion with an annular flange  
2 adjacent its rear end. A skirt having a plurality of tentacles extending from its rear end is secured  
3 to the neck portion and the tentacles surround a fish hook connected to a 360 degree swivel  
4 assembly. The front end of the swivel assembly is also captured in the interior of the bore hole of  
5 the head member.

6 The fishing lure's weight forward design and side projecting fins cause the lure to  
7 randomly plane through the water simulating the flight of a live pursued quid. In addition to the  
8 lure's erratic movements, the design also incorporates a unique rotating head section where life  
9 like oversized prismatic eyes couple with long tantalizing tentacles that further complete the  
10 illusion of the lure being the real thing. The head assembly being hollow through its center acts  
11 as a small sound chamber emitting clicking sounds when the lure is in motion.

12 One manner in which the fisherman uses the lure is to drop it vertically into the water to  
13 the depth the angler desires. An up and down jigging motion or technique called yo-yoing is  
14 employed that raises and lowers the lure to attract game fish into striking it. The distance the lure  
15 travels up and down and the speed of the retrieve are both controlled by the angler.

16 Another popular method used is the cast and retrieve. The angler deploys or casts the lure  
17 into the water some distance away, then lets the lure sink to the desired depth and simply  
18 retrieves the lure back to the point of origin while controlling the retrieve speed. Often a retrieve,  
19 stop and jerking motion is used to further enhance lure performance.

20 The fisherman controls both the deployment and movement of the lure and can modify  
21 the presentation of the lure at will. Although the yo-yo technique and the simple cast and retrieve

1 method is most often used with this lure, there are limitless variations to the action this lure  
2 produces. The angler is only restricted by his own imagination. The unique versatility of the  
3 squid lure clearly makes it a valuable addition to the salt water anglers arsenal.

#### 5 DESCRIPTION OF THE DRAWINGS

6 Figure 1 is a top plan view of the novel fishing lure with the head member rotated  
7 clockwise to the extreme position;

8 Figure 2 is a partial side elevation view of Figure 1 with portions broken away;

9 Figure 3 is an exploded side elevation view of the basic interior components of the  
10 fishing lure;

11 Figure 4 is a front end elevation view of the head member;

12 Figure 5 is a side elevation view of the head member;

13 Figure 6 is a rear elevation view of the head member;

14 Figure 7 is a partial exploded perspective view of a first alternative embodiment of the  
15 fishing lure;

16 Figure 8 is a cross sectional view taken along lines 8-8 of Figure 1 showing the head  
17 member rotated counterclockwise to its extreme left position;

18 Figure 9 is a cross sectional view taken along lines 9-9 of Figure 1 showing the head  
19 member in its central position; and

20 Figure 10 is a cross sectional view taken along lines 10-10 showing the head member  
21 rotated clockwise to its extreme right position.

## DESCRIPTION OF THE PREFERRED EMBODIMENT

The fishing lure will now be described by referring to Figures 1-10 of the drawings. The fishing lure is generally designated numeral 12 and Figures 1, 2 and 7 illustrate its external configuration.

Fishing lure 12 has a body member 14 having a nose portion 16 formed at its front end. A front ring 18 passes through a bore hole 19 extending through body member 14. A fishing line would be attached to front ring 18. A pair of fins 22 and 23 extend laterally from body member 14. Nose portion 16 has a width W1, the widest portion of the central section of body member 14 has a width W2 and the rear end has a width W3.

The interior 24 of body member 14 has an elongated flat bar connector member 26 having a longitudinally extending X-axis. It has an aperture 28 adjacent its front end through which front ring 18 passes. A lead sinker weight 30 is connected to the intermediate portion of flat bar connector member 26. Flat bar connector member 26 has a height H1 and a width W4. It also has an aperture 32 adjacent its rear end. The interior 24 of body member 14 and its outer surface is preferably formed of a plastic material.

Fishing lure 12 has a head member 36 that is illustrated in Figures 1-2 and 4-10. It has a longitudinally extending H-axis and a bore hole 38 that extends from its front end to its rear end. The diameter D1 of the bore hole 38 is much larger than the diameter W4 of flat bar connector member 26 and also greater than the height H1 of flat bar connector member 26. This allows the head member to wobble freely both upwardly, downwardly and to the left and right with the longitudinal H-axis making various acute angles with the X-axis of body member 14.

1 Head member 36 has a primary portion 40 having a pair of recesses 41 formed in its left  
2 and right sides respectively for receiving an eye member 42. A bore hole 44 passes transversely  
3 through to the opposite sides of primary portion 40. A middle ring 46 is looped through aperture  
4 32 and aperture 48 and is positioned within the bore hole 38. When pin 47 is inserted entirely  
5 through apertures 44 and the interior of the bore hole 38, it also passes through middle ring 46.  
6 Head member 36 also has a neck portion 50 having an annular flange 51 adjacent its rear end. A  
7 360 degree swivel assembly 54 is loosely contained in bore hole 38 and it has a front end whose  
8 aperture 48 that receives middle ring 46. The rear end of swivel pin 56 is captured in swivel  
9 assembly 54 and it is free to rotate 360 degrees around its K-axis. Swivel pin 56 has a bore hole  
10 58 passing transversely therethrough which receives a rear ring 60. A fish hook 62 is captured on  
11 rear ring 60. The width of swivel assembly 54 is small enough that it is free to wobble upwardly  
12 and downwardly about its attachment point to middle ring 46. Also the swivel pin 56 is free to  
13 rotate 360 degree which gives added motion to the fish hook 62.

14 A plastic skirt 66 has a plurality of flexible tentacles 68 formed on its rear end. Skirt 60  
15 is stretched over neck portion 50 and secured thereto by a band 70.

16 Figures 8-10 are cross sectional views through head member 36. Figure 8 shows head  
17 member 36 rotated counterclockwise to the limit of its travel as pin 47 engages middle ring 46.  
18 Figure 9 shows the head member at its central position and Figure 10 shows head member 36  
19 rotated clockwise to its termination position. This provides additional wobble motion to the head  
20 member as it is pulled through the water.

Figure 7 is an exploded rear perspective view of an alternative embodiment fishing lure 80. It uses an elongated wire rod 82 having wire loops 83 formed in both its front and rear ends. The remaining structure of fishing lure 80 is the same as that illustrated and discussed previously and it has similar numbers.